REMARKS/ARGUMENTS

The Office Action mailed July 2, 2004 has been reviewed and carefully considered. Claims 1 and 34 have been amended. Claims 1-68 are pending in this application, with claims 1 and 34 being the only independent claims. Reconsideration of the above-identified application, as herein amended and in view of the following remarks, is respectfully requested.

In the Office Action mailed July 2, 2004, claims 1-68 stand rejected under 35 U.S.C. §103 as unpatentable over U.S. Patent No. 6,330,595 (Ullman) in view of U.S. Patent No. 5,774,664 (Hidary).

Before discussing the cited prior art and the Examiner's rejections of the claims in view of that art, a brief summary of the present invention is appropriate. The present invention relates to a system in which hyperlink information is associated with a video so that a user viewing the video may select a hyperlink associated with an object in the video content (page 5, lines 2-4 of the specification). According to the method of the present invention, the hyperlinks are first associated with time and place coordinates in the video (page 10, lines 19-21). In the example described in the specification, a hyperlink for a piece of furniture would be associated with the time and position coordinates at which the piece of furniture appears in the video (see, e.g., page 13, lines 17-20). As a user views the video, the user may select one of the hyperlinks associated with the video. This selection by the user may be accomplished by selecting the area of the hyperlink using an input device 160 (page 9, lines 14-16). That is, the user selects an area in which the object appears in the video and thereby selects the hyperlink in real time while the video is playing.

The existence of a link may be indicated to a viewer of the video in various ways such as, for example, by information indicating visually to the user the existence of a hyperlink, by a

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visual object pointing to the visual object associated with a hyperlink, or by displaying bounds of an object with an associated hyperlink (page 13, lines 1-7).

On August 3, 2004, Examiner A. Mirza and Applicant's representative A. Froebrich discussed the application and the current rejections. During the interview, Applicant's representative explained that (1) the limitation "associating the content reference with coordinates at which the hyperlink appears in the video" means that the hyperlink follows the area on the screen in which the object associated with the hyperlink appears during the video, and (2) the limitation "selecting coordinates at which the selected hyperlink appears in the video while the video is being displayed by the video browser" means that the user selects a hyperlink on the screen in real time during the display of the video. The Applicant's representative further explained that Ullman and Hidary do not disclose these limitations. The Examiner indicated that the claims should be clarified to indicate that the hyperlink follows the area on the screen in which the object associated hyperlink appears during the video. The Examiner further indicated that the claims should be clarified to indicate that the user selects the hyperlink in real time during viewing of the video.

Independent claims 1 and 34 have each been amended to clarify (1) that the hyperlink follows the object in the video and (2) that the selection of the hyperlink by the user is made in real time while the user is watching the video as it is being displayed. Support for the former is found at page 5, lines 12-13, page 9, lines 16-19, page 10, lines 15-18, page 12, lines 8-16, and page 13, lines 2-7. Support for the latter is found, e.g., at page 11, lines 2-3

Ullman discloses a system for integrating video programming with the information resources of the Internet. According to Ullman, a video program embedded with uniform resource locators (URLs) is received at a computer based system (col. 4, lines 45-49 in the

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Ullman reference). In col. 5, lines 7-12, Ullman discloses that the URLs have a time stamp to indicate when they should be displayed during the video program. As an alternative, Ullman also states in col. 5, lines 11-12, that a user may select when to call the particular web pages.

In the first case, the time stamps in Ullman are used to display the contents of the URLs on a user computer in synchronicity with the display of the video (col. 7, lines 43-51). That is, the associated links are automatically displayed when elapsed time of play of the video reaches the time stamp of the associated link. This embodiment of Ullman fails to teach or suggest the claimed invention because the URLs are associated with a time only, and not with an area in which the object appears in the video, as expressly recited in independent claim 1. Furthermore, the user of Ullman does not select the URLs. Rather, the URLs are automatically displayed at certain times during the video (see e.g., col. 8, lines 19-24 and lines 38-67), as is also expressly recited in independent claim 1.

In the alternate embodiment of Ullman in which the user selects when to call particular web pages, Ullman discloses at col. 8, lines 24-37, that this is accomplished by using a control panel, separate from the video, which provides a list of URLs that have been received, thereby allowing the user to go back and retrieve web pages previously displayed. Since the control panel is provided in a region from which the URLs are selected separate from the video, this embodiment also fails to disclose that the hyperlink "follows the area on the screen in which the object associated with the hyperlink appears during the video", as expressly recited in independent claim 1.

The Office Action states that col. 3, lines 63-67, and col. 4, lines 1-2 of Ullman disclose the step of selecting by the user, a selected hyperlink in the video by selecting coordinates at which the selected hyperlink appears in the video. As stated above, independent claims 1 and 34

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are amended to recite that the user makes the selection of the hyperlink in real time while the video is playing. The section of Ullman cited by the Examiner states that different streams of URLs may be sent with the video to different users. Even if these URLs are considered to be selected by the user because they are based on the user's profile, this section clearly does not disclose that a user selects a URL in the video in real time while the video is being displayed on the display, as recited in independent claims 1 and 34. Rather, the section of Ullman cited by the Examiner discloses which URLs to include in the video. These URLs must be selected prior to playing the video. Furthermore, Ullman does not teach or suggest connecting the browser to the new session of the selected hyperlink and switching the connection of the browser to the new session in real time, as recited in independent claims 1 and 34.

Hidary fails to teach what Ullman lacks. Hidary discloses an enhanced video programming system and a method for incorporating and displaying retrieved integrated internet information segments. According to Hidary, URL codes may be incorporated in vertical blanking interval (VBI) portion of a video (see col. 4, lines 44-49, and col. 5, lines 36-37, of Hidary). During playing of the video, client software 106 automatically connects to URLs embedded in the video (see col. 7, lines 40-59). In one embodiment, the web page is automatically displayed when related video content is displayed (col. 7, line 66 to col. 8, line 4). In another example, the URLs are placed on a list from which a user can select one of the URLs (col. 8, lines 4-16). Since the list disclosed by Hidary is separate from the video, Hidary also fails to teach or suggest (1) that the hyperlink follows the object in the video and (2) that the selection of the hyperlink by the user is made in real time while the user is watching the video as it is being displayed, as expressly recited in independent claim 1.

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In view of the above amendments and remarks, it is respectfully submitted that independent claims 1 and 34 are allowable over Ullman in view of Hidary.
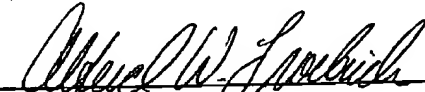
Dependent claims 2-33 and 35-68, each being dependent on one of independent claims 1 and 34, are similarly deemed allowable for at least the same reasons as are independent claims 1 and 34.

It is believed that no fees or charges are required at this time in connection with the present application. However, if any fees or charges are required at this time, they may be charged to our Patent and Trademark Office Deposit Account No. 03-2412.

Respectfully submitted,

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